

ABSTRACT

An image display apparatus having a display unit composed of a plurality of pixels and a control unit for controlling the display unit. The image display apparatus further includes a DA converter for converting digital display data into an analog image signal, wherein the DA converter is composed of a first DA converter and a second DA converter, the power consumption when the first DA converter is operated being smaller than that when the second DA converter is operated. Either of the first DA converter or the second DA converter are operated according to an instruction from the control unit, and the converted analog image signal is outputted to the display unit. The display unit changes the number of the independent display pixels of said display unit according to the instruction from the control unit and displays an image according to the analog image signal.